

ABOUT THE SPEAKER...

Blagica S. Bottiglierio (pronounced *blah-gee-tsa*) is a Chicago based Emmy winning blogger and 13 year digital media veteran. She is a member of the Edelman Digital team, a division of Edelman, and specializes in social media strategies.

Blagica is also the Founder of Gals' Guide, a social site that helps women connect and adjust to life in the big city after college. She's been featured in Crain's Chicago Business, Chicago Magazine, the Chicago Sun-Times and the Chicago Tribune.

When she's not uncovering new web technologies and gadgets, you'll find Blagica practicing her French lessons in random places all over Chicago.

WHO SHOULD ATTEND...

This action-packed workshop is intended for downtown business owners, staff and volunteers from downtown organizations, chambers of commerce, Small Business Development Centers, and other economic development organizations with an interest in helping downtown businesses succeed.

Workshop sites are fully accessible. Sign language interpreters and materials in an alternate format are available. Please call the Washington State Main Street Program at least two weeks in advance to request special accommodations.

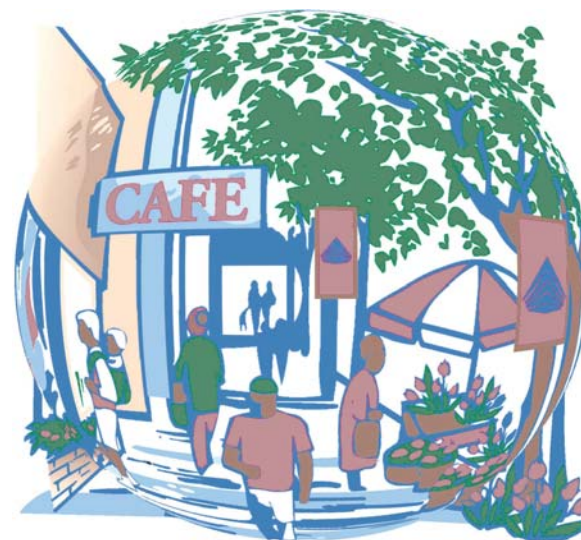


Department of Commerce
Innovation is in our nature.

Main Street Program

INCREASE YOUR BUSINESS USING SOCIAL MEDIA

---- SOCIAL MEDIA 101



**September 23, 2009
Yakima**

**September 24, 2009
Tacoma**

ABOUT THE WORKSHOP...

There's much more you can do on the world wide web than simply send e-mail. It can also be used as a key tool in building valuable relationships with customers.

Twitter, Facebook, blogs, YouTube, Tumblr, etc. – it's enough to make your mind explode! We've all heard their names in the media and from our younger relatives, but do we understand enough about how they work to use them to our advantage?

Join Blagica Bottiglierio as she helps you navigate through these Web 2.0 technologies, while also providing real-life examples and how-tos for incorporating these efficient methods into your business. From growing fruitful relationships with existing customers to making new ones, you'll be amazed at how easy it is.

Bring an open mind and the quest to learn something new. Then, head home with a new low-cost toolkit for your business.

AGENDA

9:30 a.m. Registration
10:00 a.m. Workshop Begins
Noon Lunch (*on your own*)
3:00 p.m. Wrap-up

WORKSHOP LOCATIONS

Wed., Sept. 23 - Yakima

Hilton Garden Inn
401 East Yakima Avenue
98901 (509-454-1111)

Thurs., Sept. 24 - Tacoma

Best Western Tacoma Dome
2611 East E. Street
98421 (253-272-7737)

REGISTRATION INFORMATION

Space is limited at each location, so please register early. The registration fee is \$50 per person. Light refreshments provided and lunch is on your own. Send your completed registration form along with a check or purchase request to:

Department of Commerce
Washington State Main Street Program
PO Box 42525
Olympia, WA 98504-2525

Tel. 360-725-4056

Make checks payable to the Department of Commerce.

"INCREASE YOUR BUSINESS USING SOCIAL MEDIA" WORKSHOP REGISTRATION FORM

Name: _____
Business/Organization: _____
Address: _____
City/State/Zip: _____
Daytime phone: _____ Fax number: _____
E-mail: _____

I will be attending: ☐ Sept. 23, Yakima ☐ Sept. 24, Tacoma

For additional registrations, please photocopy. You will not receive a confirmation notice, so please mark your calendar. See registration information for costs and return address.

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